



JRW

IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-54 (GP-064-06-US)**

Appl. No.: **10/634,501**

Applicants: **Darrell ANDERSON et al.**

Filed: **August 5, 2003**

Title: **SERVING CONTENT-RELEVANT ADVERTISEMENTS WITH  
CLIENT-SIDE DEVICE SUPPORT**

TC/A.U.: **2171**

Examiner: **Not yet assigned**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**REQUEST RECONSIDERATION OF HOLDING OF ABANDONMENT**

Sir:

In response to the Notice of Abandonment Under 37 C.F.R. 1.53(f) or (g) (filed herewith) mailed on April 8, 2005, which set a period for response to expire on June 8, 2005, the applicants petition to withdraw the holding of abandonment.

No fee is required.

Filed herewith are:

- (1) a true copy of the originally filed reply (with certificates of mailing highlighted); and
- (2) a properly itemized, date-stamped postcard receipt.

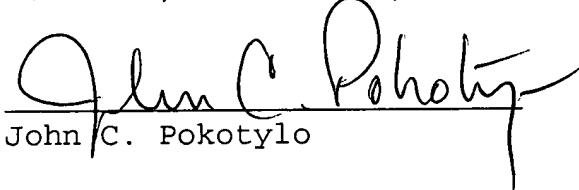
Respectfully submitted,

May 6, 2005

  
John C. Pokotylo, Attorney  
Reg. No. 36,242  
Tel.: (732) 542-9070

**CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)**

I hereby certify that this correspondence is being deposited on **May 6, 2005** with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

  
John C. Pokotylo 36,242  
Reg. No.



## UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE  
 United States Patent and Trademark Office  
 Address: COMMISSIONER FOR PATENTS  
 P.O. Box 1450  
 Alexandria, Virginia 22313-1450  
[www.uspto.gov](http://www.uspto.gov)

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
10/838,170	05/03/2004	Darrell Anderson	Google-54 (GP-064-06-US)

## CONFIRMATION NO. 2691

ABANDONMENT/TERMINATION  
LETTER

\*OC000000015692849\*

26479  
 STRAUB & POKOTYLO  
 620 TINTON AVENUE  
 BLDG. B, 2ND FLOOR  
 TINTON FALLS, NJ 07724

Date Mailed: 04/08/2005

## NOTICE OF ABANDONMENT UNDER 37 CFR 1.53 (f) OR (g)

The above-identified application is abandoned for failure to timely or properly reply to the Notice to File Missing Parts (Notice) mailed on 07/09/2004.

- No reply was received.

If a complete reply to the notice was previously filed by applicant within the time period set forth in the notice, applicant may request for reconsideration of the holding of abandonment within 2 months from the mailing of this notice of abandonment by filing a petition to withdraw the holding of abandonment under 37 CFR 1.181(a). No petition fee is required. The petition must be accompanied by a true copy of the originally filed reply and the item(s) identified in one of the following:

1. A properly itemized date-stamped postcard receipt (see MPEP § 503);
2. If the originally filed reply included a certificate of mailing or transmission in compliance with 37 CFR 1.8(a), a copy of the certificate of mailing or transmission and a statement in compliance with 37 CFR 1.8(b) (see MPEP §§ 512); or
3. If the reply was filed via Express Mail, a submission satisfying the requirements of 37 CFR 1.10(e) including, for example, a copy of the Express Mail mailing label showing the "date-in" (see MPEP § 513).

Any petition to withdraw the holding of abandonment should be directed to OIPE.

If applicant did not previously file a complete reply within the time period set forth in the notice, applicant may file a petition to revive the application under 37 CFR 1.137.

Under 37 CFR 1.137(a), a petition requesting the application be revived on the grounds of **UNAVOIDABLE DELAY** must be filed promptly after the applicant becomes aware of the abandonment and such petition must be accompanied by: (1) an adequate showing of the cause of unavoidable delay; (2) the required reply to the above-identified Notice; (3) the petition fee set forth in 37 CFR 1.17(l); and (4) a terminal disclaimer if required by 37 CFR 1.137(d). See MPEP § 711.03(c) and Form PTO/SB/61.

Under 37 CFR 1.137(b), a petition requesting the application be revived on the grounds of **UNINTENTIONAL DELAY** must be filed promptly after applicant becomes aware of the abandonment and such petition must be accompanied by: (1) a statement that the entire delay was unintentional; (2) the required reply to the above-

identified Notice; (3) the petition fee set forth in 37 CFR 1.17(m); and (4) a terminal disclaimer if required by 37 CFR 1.137(d). See MPEP § 711.03(c) and Form PTO/SB/64.

Any questions concerning petitions to revive should be directed to the "Office of Petitions" at (571) 272-3282.

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*A copy of this notice **MUST** be returned with the reply.*

*RJSL*  
Office of Initial Patent Examination (703) 308-1202  
PART 2 - COPY TO BE RETURNED WITH RESPONSE

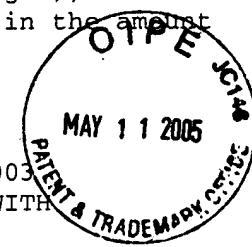
When stamped by the mailroom of the U.S. Patent and Trademark Office, this postcard will be taken as an acknowledgement of receipt by the PTO on the date indicated below of: a copy of the Notice to File Missing Parts of Application (PTO-1533), a transmittal (1 pg.), a fee transmittal (1 pg.) (in duplicate), a request for a four-month extension of time (2 pgs.), two executed declarations (5 pgs. each), and a check in the amount of \$3582.00, for filing as follows:

Applicants: Darrell ANDERSON et al.

Attorney Docket No.: Google-54 (GP-064-06-US)

Serial No.: 10/634,501 Filed: August 5, 2003

Title: "SERVING CONTENT-RELEVANT ADVERTISEMENTS WITH  
CLIENT-SIDE DEVICE SUPPORT"



Date of Mailing: May 3, 2004 (JCP/tp/ce)



Please type or sign (+) inside this box --->

Modified PTO/SB/21 (08-00)  
Approved for use through 10/31/2002. OMB 0651-0031

U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE  
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

## TRANSMITTAL FORM

(to be used for all correspondence after initial filing)

		Application Number	10/634,501
		Filing Date	August 5, 2003
		First Named Inventor	Darrell ANDERSON
		Group Art Unit	2171
		Examiner Name	Not yet assigned
Total Number of Pages in This Submission		Attorney Docket Number	Google-54 (GP-064-06-US)

### ENCLOSURES (check all that apply)

<input checked="" type="checkbox"/> Fee Transmittal Form	<input type="checkbox"/> Assignment Papers (for an Application)	<input type="checkbox"/> After Allowance Communication to Group
<input checked="" type="checkbox"/> Fee Attached	<input type="checkbox"/> Drawing(s)	<input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences
<input type="checkbox"/> Amendment / Reply	<input type="checkbox"/> Licensing-related Papers	<input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief)
<input type="checkbox"/> After Final	<input type="checkbox"/> Petition	<input type="checkbox"/> Proprietary Information
<input type="checkbox"/> Affidavits/declaration(s)	<input type="checkbox"/> Petition to Convert to a Provisional Application	<input type="checkbox"/> Status Letter
<input checked="" type="checkbox"/> Extension of Time Request	<input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address	<input checked="" type="checkbox"/> Postcard Receipt
<input type="checkbox"/> Express Abandonment Request	<input type="checkbox"/> Terminal Disclaimer	<input checked="" type="checkbox"/> Other Enclosure(s) (please identify below):
<input type="checkbox"/> Information Disclosure Statement	<input type="checkbox"/> Request for Refund	Executed declarations
<input type="checkbox"/> Certified Copy of Priority Document(s)	<input type="checkbox"/> CD, Number of CD(s) _____	
<input checked="" type="checkbox"/> Response to Missing Parts/ Incomplete Application	<input type="checkbox"/> Remarks	
<input checked="" type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53		

### SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm or Individual name	John C. Pokotylo (Reg. No. 36,242)
Signature	
Date	May 3, 2004

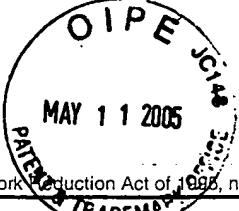
### CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on this date:

May 3, 2004

Typed or printed name	John C. Pokotylo
Signature	
Date	May 3, 2004

Burden Hour Statement: This form is estimated to take 0.2 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.



MAY 11 2005

Modified PTO/SB/17 (01-03)

Approved for use through 04/30/2003. OMB 0651-0032

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

# FEE TRANSMITTAL for FY 2004

Effective 01/01/2003. Patent fees are subject to annual revision.

 Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$ 3582.00)

Complete if Known

	Application Number	10/634,501
	Filing Date	August 5, 2003
	First Named Inventor	Darrell ANDERSON
	Examiner Name	Not yet assigned
	Art Unit	2171
	Attorney Docket No.	Google-54 (GP-064-06-US)

## METHOD OF PAYMENT (check all that apply)

 Check  Credit card  Money Order  Other  None

 Deposit Account:

Deposit Account Number	50-1049
Deposit Account Name	Straub & Pokotylo

The Commissioner is authorized to: (check all that apply)

- Charge any underpayment of fee(s) indicated below  Credit any overpayments
- Charge any additional fee(s) due in connection with the filing submitted herewith
- Charge fee(s) indicated below, except for the filing fee in the to the above-identified deposit account.

## FEE CALCULATION

## 1. BASIC FILING FEE

Large Entity	Small Entity	Fee Code (\$)	Fee Code (\$)	Fee Description	Fee Paid
1001 770	2001 385	Utility filing fee		770.00	
1002 340	2002 170	Design filing fee			
1003 530	2003 265	Plant filing fee			
1004 770	2004 385	Reissue filing fee			
1005 160	2005 80	Provisional filing fee			
SUBTOTAL (1)				(\$ 770.00)	

## 2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

Total Claims	Independent Claims	Multiple Dependent	Extra Claims	Fee from below	Fee Paid
82	-20** =		62	X 18 =	1116.00
4	-3** =		1	X 86 =	86.00

Large Entity	Small Entity	Fee Description
Fee Code (\$)	Fee Code (\$)	
1202 18	2202 9	Claims in excess of 20
1201 86	2201 43	Independent claims in excess of 3
1203 290	2203 145	Multiple dependent claim, if not paid
1204 86	2204 43	**Reissue independent claims over original patent
1205 18	2205 9	**Reissue claims in excess of 20 and over original patent
SUBTOTAL (2)		(\$ 1202.00)

\*\* or number previously paid, if greater, For Reissues, see above

## 3. ADDITIONAL FEES

Large Entity	Small Entity	Fee Description	Fee Paid
1051 130	2051 65	Surcharge - late filing fee or oath	130.00
1052 50	2052 25	Surcharge - late provisional filing fee or cover sheet	
1053 130	1053 130	Non-English specification	
1812 2,520	1812 2,520	For filing a request for ex parte reexamination	
1804 920*	1804 920*	Requesting publication of SIR prior to Examiner action	
1805 1,840*	1805 1,840*	Requesting publication of SIR after Examiner action	
1251 110	2251 55	Extension for reply within first month	
1252 420	2252 210	Extension for reply within second month	
1253 950	2253 475	Extension for reply within third month	
1254 1,480	2254 740	Extension for reply within fourth month	1,480.00
1255 2,010	2255 1,005	Extension for reply within fifth month	
1401 330	2401 165	Notice of Appeal	
1402 330	2402 165	Filing a brief in support of an appeal	
1403 290	2403 145	Request for oral hearing	
1451 1,510	1451 1,510	Petition to institute a public use proceeding	
1452 110	2452 55	Petition to revive - unavoidable	
1453 1,330	2453 665	Petition to revive - unintentional	
1501 1,330	2501 665	Utility issue fee (or reissue)	
1502 480	2502 240	Design issue fee	
1503 640	2503 320	Plant issue fee	
1460 130	1460 130	Petitions to the Commissioner	
1807 50	1807 50	Processing fee under 37 CFR 1.17(c)	
1806 180	1806 180	Submission of Information Disclosure	
8021 40	8021 40	Recording each patent assignment per property (times number of properties)	
1809 770	2809 385	Filing a submission after final rejection (37 CFR 1.129(a))	
1810 770	2810 385	For each additional invention to be examined (37 CFR 1.129(b))	
1801 770	2801 385	Request for Continued Examination (RCE)	
1802 900	1802 900	Request for expedited examination of a design application	
Other fee (specify)			
* Reduced by Basic Filing Fee Paid			
SUBTOTAL (3)		(\$ 1,610.00)	

(Complete if applicable)

Name (Print/Type)	John C. Pokotylo	Registration No. / Attorney/Agent	36,242	Telephone	(732) 542-9070
Signature	<i>John C. Pokotylo</i>		Date	May 3, 2004	

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.

MAY 11 2005

Modified PTO/SB/17 (01-03)

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Examiner Name	Not yet assigned
Art Unit	2171
Attorney Docket No.	Google-54 (GP-064-06-US)

## METHOD OF PAYMENT (check all that apply)

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 Deposit Account:

Deposit Account Number	50-1049
Deposit Account Name	Straub & Pokotylo

The Commissioner is authorized to: (check all that apply)

- Charge any underpayment of fee(s) indicated below    Credit any overpayments due in connection with the filing submitted herewith
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Independent Claims 4	- 3** = 1 X 86 =	86.00
Multiple Dependent		

Large Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description
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\*\* or number previously paid, if greater, For Reissues, see above

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Large Entity   Small Entity

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1801 770	2801 385	Request for Continued Examination (RCE)	
1802 900	1802 900	Request for expedited examination of a design application	
Other fee (specify)			
* Reduced by Basic Filing Fee Paid		<b>SUBTOTAL (3)</b>	<b>(\$ 1,610.00)</b>

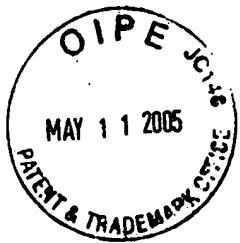
## SUBMITTED BY

(Complete if applicable)

Name (Print/Type)	John C. Pokotylo	Registration No. (Attorney/Agent)	36,242	Telephone	(732) 542-9070
Signature	<i>John C. Pokotylo</i>			Date	May 3, 2004

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.



IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-54 (GP-064-06-US)

Applicants: Darrell ANDERSON et al.

Serial No.: 10/634,501

Filing Date: August 5, 2003

Title: SERVING CONTENT-RELEVANT ADVERTISEMENTS WITH  
CLIENT-SIDE DEVICE SUPPORT

Examiner: Not yet assigned

Group Art Unit: 2171

Mail Stop Missing Parts  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

REQUEST FOR A FOUR-MONTH EXTENSION OF TIME

In response to a "Notice to File Missing Parts of Application" (PTO-1533) which set a time for response to expire on January 3, 2004, please extend that period four-months to expire on May 3, 2004. The fee of \$ 1,480.00 has been included with the check for \$ 3582.00 filed herewith.

Respectfully submitted,

  
John C. Pokotylo

Attorney

Reg. No. 36,242

Customer No. 26479

(732) 542-9070

May 3, 2004

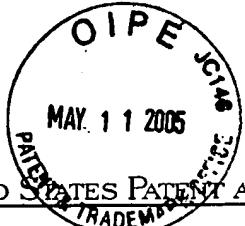
STRAUB & POKOTYLO  
620 Tinton Avenue  
Bldg. B, 2<sup>nd</sup> Floor  
Tinton Falls, NJ 07724-3260

CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)

I hereby certify that this correspondence is being deposited on **May 3, 2004**, with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450

John C. Pokotylo  
John C. Pokotylo

36,242  
Reg. No.



## UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE  
 United States Patent and Trademark Office  
 Address: COMMISSIONER FOR PATENTS  
 P.O. Box 1450  
 Alexandria, Virginia 22313-1450  
[www.uspto.gov](http://www.uspto.gov)

APPLICATION NUMBER	FILING OR 371 (c) DATE	FIRST NAMED APPLICANT	ATTORNEY DOCKET NUMBER
10/634,501	08/05/2003	Narayanan Shivakumar	Google-54 (GP-064-06-US)

CONFIRMATION NO. 8674

Straub & Pokotylo  
 Suite 83, Bldg. 6  
 1 Bethany Road  
 Hazlet, NJ 07730

## FORMALITIES LETTER



\*OC000000011170689\*

Date Mailed: 11/03/2003

## NOTICE TO FILE MISSING PARTS OF NONPROVISIONAL APPLICATION

FILED UNDER 37 CFR 1.53(b)

*Filing Date Granted***Items Required To Avoid Abandonment:**

An application number and filing date have been accorded to this application. The item(s) indicated below, however, are missing. Applicant is given **TWO MONTHS** from the date of this Notice within which to file all required items and pay any fees required below to avoid abandonment. Extensions of time may be obtained by filing a petition accompanied by the extension fee under the provisions of 37 CFR 1.136(a).

- The statutory basic filing fee is missing.  
*Applicant must submit \$ 770 to complete the basic filing fee for a non-small entity. If appropriate, applicant may make a written assertion of entitlement to small entity status and pay the small entity filing fee (37 CFR 1.27).*
- The oath or declaration is missing.  
*A properly signed oath or declaration in compliance with 37 CFR 1.63, identifying the application by the above Application Number and Filing Date, is required.*
- To avoid abandonment, a late filing fee or oath or declaration surcharge as set forth in 37 CFR 1.16(e) of \$130 for a non-small entity, must be submitted with the missing items identified in this letter.

The applicant needs to satisfy supplemental fees problems indicated below.

The required item(s) identified below must be timely submitted to avoid abandonment:

- Additional claim fees of **\$1202** as a non-small entity, including any required multiple dependent claim fee, are required. Applicant must submit the additional claim fees or cancel the additional claims for which fees are due.

**SUMMARY OF FEES DUE:**

Total additional fee(s) required for this application is **\$2102** for a Large Entity

- **\$770** Statutory basic filing fee.
- **\$130** Late oath or declaration Surcharge.

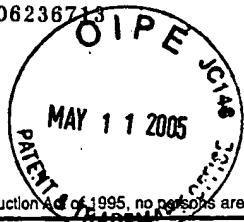
- Total additional claim fee(s) for this application is \$1202
  - \$86 for 1 independent claims over 3.
  - \$1116 for 62 total claims over 20.

Replies should be mailed to: Mail Stop Missing Parts  
Commissioner for Patents  
P.O. Box 1450  
Alexandria VA 22313-1450

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*A copy of this notice **MUST** be returned with the reply.*

*P Phuong*  
Customer Service Center  
Initial Patent Examination Division (703) 308-1202  
PART 2 - COPY TO BE RETURNED WITH RESPONSE



Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Modified PTO/SB/01 (10-01)  
Approved for use through 10/31/2002, OMB 0651-0032  
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

**DECLARATION AND POWER OF  
ATTORNEY FOR UTILITY OR  
DESIGN  
PATENT APPLICATION  
(37 CFR 1.63)**

Declaration Submitted with Initial Filing

OR

Declaration Submitted after Initial Filing (surcharge (37 CFR 1.16 (e)) required)

Attorney Docket Number	Google-54 (GP-064-06-US)
First Named Inventor	Darrell ANDERSON
<b>COMPLETE IF KNOWN</b>	
Application Number	10/634,501
Filing Date	August 5, 2003
Art Unit	2171
Examiner Name	Not yet assigned

As the below named inventor, I hereby declare that:

My residence, mailing address, and citizenship are as stated below next to my name.

I believe I am the original and first inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled:

SERVING CONTENT-RELEVANT ADVERTISEMENTS WITH CLIENT-SIDE DEVICE SUPPORT

*(Title of the Invention)*

the specification of which

is attached hereto

OR

was filed on (MM/DD/YYYY) August 5, 2003 as United States Application Number or PCT International

Application Number 10/634,501 and was amended on (MM/DD/YYYY)   (if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent, inventor's or plant breeder's rights certificate(s), or any PCT international application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached? YES	Certified Copy Attached? NO
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto:

[Page 1 of 5]

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Modified PTO/SB/01 (10-01)

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## **DECLARATION AND POWER OF ATTORNEY Utility or Design Patent Application**

### **Power of Attorney:**

As a named inventor, I hereby appoint:

John C. Pokotylo (Reg. No. 36,242)  
Michael P. Straub (Reg. No. 36,941)  
Ronald P. Straub (Reg. No. 48,941)  
Michelle Lee (Reg. No. 40,695)  
Kulpreet Rana (Reg. No. 43,127)  
Karl Sun (Reg. No. 45,143)  
Amin Zoufonoun (Reg. No. 48,065)

as my attorneys to prosecute this application and to transact all business in the United States Patent and Trademark Office in connection therewith.

Modified PTO/SB/01 (10-01)

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**DECLARATION AND POWER OF ATTORNEY**  
**Utility or Design Patent Application**

Direct all correspondence to: <input checked="" type="checkbox"/>	Customer Number or Bar Code Label	26479	OR <input type="checkbox"/> Correspondence address below
---	--------------------------------------	-------	--

Name Straub & Pokotylo
------------------------

Address 620 Tinton Avenue, Bldg. B, 2 <sup>nd</sup> Floor
---

City Tinton Falls	State NJ	ZIP 07724-3260
-------------------	----------	----------------

Country USA	Telephone (732) 542-9070	Fax (732) 542-9071
-------------	--------------------------	--------------------

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

NAME OF SOLE OR FIRST INVENTOR:	<input type="checkbox"/> A petition has been filed for this unsigned inventor
---------------------------------	---

Given Name (first and middle [if any]) Darrell	Family Name or Surname ANDERSON
---	------------------------------------

Inventor's Signature	Date
-------------------------	------

Residence: City Mountain View	State CA	Country USA	Citizenship USA
-------------------------------	----------	-------------	-----------------

Mailing Address 111 N. Rengstorff Ave., Apt. #167
---

City Mountain View	State CA	ZIP 94043	Country USA
--------------------	----------	-----------	-------------

NAME OF SECOND INVENTOR:	<input type="checkbox"/> A petition has been filed for this unsigned inventor
--------------------------	---

Given Name (first and middle [if any]) Paul	Family Name or Surname BUCHHEIT
--	------------------------------------

Inventor's Signature	Date 5-3-04
-------------------------	-------------

Residence: City Mountain View	State CA	Country USA	Citizenship USA
-------------------------------	----------	-------------	-----------------

Mailing Address 900 High School Way, Apt. #2324
---

City Mountain View	State CA	ZIP 94041	Country USA
--------------------	----------	-----------	-------------

<input checked="" type="checkbox"/> Additional inventors are being named on the ... 2 ... supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.
--

Please type a plus sign (+) inside this box 

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<b>DECLARATION AND POWER OF ATTORNEY</b>		<b>ADDITIONAL INVENTOR(S)</b> Supplemental Sheet Page 4 of 5
--	--	--

<b>Name of Additional Joint Inventor, If any:</b>		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Jeffrey A.		DEAN	
Inventor's Signature		Date	
Residence: City	Menlo Park	State	CA
Country	USA	Citizenship	USA
Mailing Address 884 Fifteenth Avenue			
Mailing Address			
City	Menlo Park	State	CA
ZIP	94025	Country	USA
<b>Name of Additional Joint Inventor, If any:</b>		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Georges R.		HARIK	
Inventor's Signature		Date	
Residence: City	Mountain View	State	CA
Country	USA	Citizenship	USA
Mailing Address 950 High School Way, Apt. #3135			
Mailing Address			
City	Mountain View	State	CA
ZIP	94041	Country	USA
<b>Name of Additional Joint Inventor, If any:</b>		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Carl Laurence		GONSALVES	
Inventor's Signature		Date	
Residence: City	Mountain View	State	CA
Country	USA	Citizenship	Canadian
Mailing Address 428 Whisman Court			
Mailing Address			
City	Mountain View	State	CA
ZIP	94043	Country	USA

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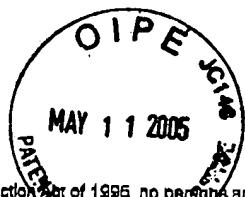
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<b>DECLARATION AND POWER OF ATTORNEY</b>	<b>ADDITIONAL INVENTOR(S) Supplemental Sheet Page 5 of 5</b>
--	--

<b>Name of Additional Joint Inventor, if any:</b>		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Noam		SHAZEER	
Inventor's Signature		Date	
Residence: City	Palo Alto	State	CA
Country	USA	Citizenship	USA
Mailing Address 455 Forest Avenue, Apt. #2			
Mailing Address			
City	Palo Alto	State	CA
ZIP	94301	Country	USA
<b>Name of Additional Joint Inventor, if any:</b>		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Narayanan		SHIVAKUMAR	
Inventor's Signature		Date	
Residence: City	San Jose	State	CA
Country	USA	Citizenship	India
Mailing Address 1093 McKay Drive			
Mailing Address			
City	San Jose	State	CA
ZIP	95131	Country	USA
<b>Name of Additional Joint Inventor, if any:</b>		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Inventor's Signature		Date	
Residence: City		State	
Country		Citizenship	
Mailing Address			
Mailing Address			
City		State	
ZIP		Country	

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Approved for use through 10/31/2002, OMB 0851-0032

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

**DECLARATION AND POWER OF  
ATTORNEY FOR UTILITY OR  
DESIGN  
PATENT APPLICATION  
(37 CFR 1.63)**

Declaration Submitted with Initial Filing       Declaration Submitted after Initial Filing (surcharge (37 CFR 1.16 (e)) required)      OR

Attorney Docket Number Google-54 (GP-064-06-US)

First Named Inventor Darrell ANDERSON

COMPLETE IF KNOWN

Application Number 10/634,501

Filing Date August 5, 2003

Art Unit 2171

Examiner Name Not yet assigned

As the below named Inventor, I hereby declare that:

My residence, mailing address, and citizenship are as stated below next to my name.

I believe I am the original and first Inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled:

SERVING CONTENT-RELEVANT ADVERTISEMENTS WITH CLIENT-SIDE DEVICE SUPPORT

(Title of the Invention)

the specification of which

is attached hereto

OR

was filed on (MM/DD/YYYY) August 5, 2003 as United States Application Number or PCT International

Application Number 10/634,501 and was amended on (MM/DD/YYYY) (If applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT International filing date of the continuation-in-part application.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, Inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT International application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent, Inventor's or plant breeder's rights certificate(s), or any PCT International application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached? YES	Certified Copy Attached? NO
			<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto:

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**Utility or Design Patent Application****Power of Attorney:****As a named Inventor, I hereby appoint:**

John C. Pokotylo (Reg. No. 36,242)  
Michael P. Straub (Reg. No. 36,941)  
Ronald P. Straub (Reg. No. 48,941)  
Michelle Lee (Reg. No. 40,695)  
Kulpreet Rana (Reg. No. 43,127)  
Karl Sun (Reg. No. 45,143)  
Amin Zoufonoun (Reg. No. 48,065)

as my attorneys to prosecute this application and to transact all business in the United States Patent and Trademark Office in connection therewith.

Modified PTO/SB/01 (10-01)

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**DECLARATION AND POWER OF ATTORNEY**  
**Utility or Design Patent Application**

Direct all correspondence to:  Customer Number **28479**  
 or Bar Code Label  OR  Correspondence address below

Name **Straub & Pokotylo**Address **620 Tinton Avenue, Bldg. B, 2<sup>nd</sup> Floor**

City <b>Tinton Falls</b>	State <b>NJ</b>	ZIP <b>07724-3260</b>
--------------------------	-----------------	-----------------------

Country <b>USA</b>	Telephone <b>(732) 542-9070</b>	Fax <b>(732) 542-9071</b>
--------------------	---------------------------------	---------------------------

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

**NAME OF SOLE OR FIRST INVENTOR:**  A petition has been filed for this unsigned inventor

Given Name (first and middle [if any]) <b>Darrell</b>	Family Name or Surname <b>ANDERSON</b>
--	---

Inventor's Signature 	Date <b>Mar 13, 04</b>
--	------------------------

Residence: City <b>Mountain View</b>	State <b>CA</b>	Country <b>USA</b>	Citizenship <b>USA</b>
--------------------------------------	-----------------	--------------------	------------------------

Mailing Address **111 N. Rengstorff Ave., Apt. #167**

City <b>Mountain View</b>	State <b>CA</b>	ZIP <b>94043</b>	Country <b>USA</b>
---------------------------	-----------------	------------------	--------------------

**NAME OF SECOND INVENTOR:**  A petition has been filed for this unsigned inventor

Given Name (first and middle [if any]) <b>Paul</b>	Family Name or Surname <b>Buchheit</b>
---	---

Inventor's Signature	Date
----------------------	------

Residence: City <b>Mountain View</b>	State <b>CA</b>	Country <b>USA</b>	Citizenship <b>USA</b>
--------------------------------------	-----------------	--------------------	------------------------

Mailing Address **900 High School Way, Apt. #2324**

City <b>Mountain View</b>	State <b>CA</b>	ZIP <b>94041</b>	Country <b>USA</b>
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Additional inventors are being named on the **2** supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.

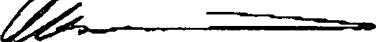
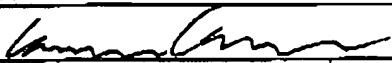
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## DECLARATION AND POWER OF ATTORNEY

### ADDITIONAL INVENTOR(S) Supplemental Sheet Page 4 of 5

Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Jeffrey A.		DEAN	
Inventor's Signature			Date 3/30/2004
Residence: City Menlo Park	State CA	Country USA	Citizenship USA
Mailing Address 884 Fifteenth Avenue			
Mailing Address			
City Menlo Park	State CA	ZIP 94025	Country USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Georges R.		HARIK	
Inventor's Signature 			Date 5/3/2004
Residence: City Mountain View	State CA	Country USA	Citizenship USA
Mailing Address 950 High School Way, Apt. #3135			
Mailing Address			
City Mountain View	State CA	ZIP 94041	Country USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Carl Laurence		GONSALVES	
Inventor's Signature 			Date 3/23/2004
Residence: City Mountain View	State CA	Country USA	Citizenship Canadian
Mailing Address 428 Whisman Court			
Mailing Address			
City Mountain View	State CA	ZIP 94043	Country USA

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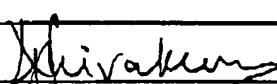
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## DECLARATION AND POWER OF ATTORNEY

### ADDITIONAL INVENTOR(S) Supplemental Sheet Page 5 of 5

<b>Name of Additional Joint Inventor, If any:</b>		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Noam		SHAZEER	
Inventor's Signature 		Date 3/23/04	
Residence: City Palo Alto	State CA	Country USA	Citizenship USA
Mailing Address 455 Forest Avenue, Apt. #2			
Mailing Address			
City Palo Alto	State CA	ZIP 94301	Country USA
<b>Name of Additional Joint Inventor, If any:</b>		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Narayanan		SHIVAKUMAR	
Inventor's Signature 		Date 23 <sup>rd</sup> MAR '04	
Residence: City San Jose	State CA	Country USA	Citizenship India
Mailing Address 1093 McKay Drive			
Mailing Address			
City San Jose	State CA	ZIP 95131	Country USA
<b>Name of Additional Joint Inventor, If any:</b>		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Inventor's Signature		Date	
Residence: City	State	Country	Citizenship
Mailing Address			
Mailing Address			
City	State	ZIP	Country

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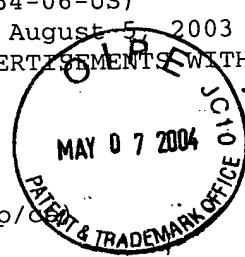
When stamped by the mailroom of the U.S. Patent and Trademark Office, this postcard will be taken as an acknowledgement of receipt by the PTO on the date indicated below of: a copy of the Notice to File Missing Parts of Application (PTO-1533), a transmittal (1 pg.), a fee transmittal (1 pg.) (in duplicate), a request for a four-month extension of time (2 pgs.), two executed declarations (5 pgs. each), and a check in the amount of \$3582.00, for filing as follows:

Applicants: Darrell ANDERSON et al.

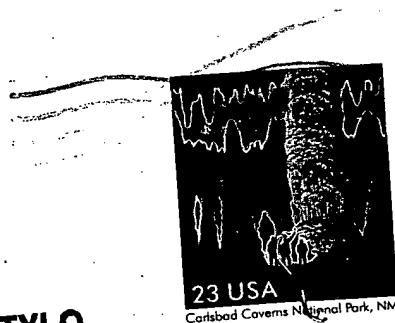
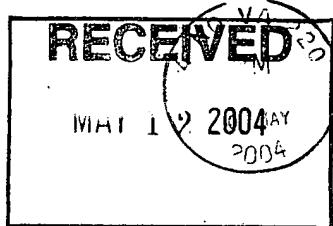
Attorney Docket No.: Google-54 (GP-064-06-US)

Serial No.: 10/634,501 Filed: August 5, 2003

Title: "SERVING CONTENT-RELEVANT ADVERTISEMENTS WITH  
CLIENT-SIDE DEVICE SUPPORT"



Date of Mailing: May 3, 2004 (JCP/tp/cb)



**STRAUB & POKOTYLO**  
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Tinton Falls, N.J. 07724-3260

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